

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
AUG21/12 17.10
*** WFLA-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME MEDIA PLACEMENT _____

BUYER NAME MEDIA PLACEMENT
SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20003

CLASS: NATL. LOCAL REGIONAL

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG21/12	17.10
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REVISION
SUBJECT CHANGE LN'S 15, 31, 42
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1563												
15	NZ		730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : ENT TONIGHT CON COM1 : ENT TONIGHT												
31	NZ		700P-730P	30		\$1,300.00	10/2	10/2	1		TUE	1
PROGRAM : 7P NEWS CON COM1 : 7P NEWS												

REP HEADLINE# 6278094
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.10
 *** CHANGES *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
42	NZ		730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
OCT/12 45825.00												
CONTRACT TOTAL											45825.00	
TOTAL SPOTS											42	

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.1
 *** WFLA-TV ***

ADV # _____ ADV. NAME _____ ISS/PRIORITIES USA ACTION REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME _____ MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20003

ORDER # _____ CONTRACT # 6278094 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG14/12 14.14

REP: NEW ORDER
 TTL \$45,825 @42X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
 PRIORITIES USA ACTION

Handwritten initials or signature.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1563
 AGENCY PRODUCT CODE = 340

1			1235A-135A	30		\$300.00	10/5	10/5	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
2			200P-300P	30		\$400.00	10/5	10/5	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/5	10/5	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/5	10/5	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/5	10/5	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/8	10/8	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/8	10/8	1		MON	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,500.00	10/8	10/8	1		MON	1
11			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/8	10/8	1		MON	1

REP HEADLINE# 6476094
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9389 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/8	10/8	1		MON	1
13			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/8	10/8	1		MON	1
14			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/8	10/8	1		MON	1
15			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,500.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/6	10/6	1		SAT	1
17			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/7	10/7	1		SUN	1
18			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/4	10/4	1		THU	1
19			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/4	10/4	1		THU	1
20			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/4	10/4	1		THU	1

REP HEADLINE# 6278054
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/4	10/4	1		THU	1
22			530P-600P PROGRAM : NWSCH @5:30P CON COM1: NWSCH @5:30P	30		\$1,250.00	10/4	10/4	1		THU	1
23			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/4	10/4	1		THU	1
24			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$4,500.00	10/4	10/4	1		THU	1
25			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
26			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
27			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/2	1		TUE	1
28			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/2	10/2	1		TUE	1
29			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/2	10/2	1		TUE	1

REP HEADLINE# 0276034
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/2	10/2	1		TUE	1
31			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,300.00	10/2	10/2	1		TUE	1
32			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
33			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
34			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/3	10/3	1		WED	1
35			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/3	10/3	1		WED	1
36			1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$300.00	10/3	10/3	1		WED	1
37			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/3	10/3	1		WED	1
38			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/3	10/3	1		WED	1

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39			600P-630P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
40			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
41			700A-900A	30		\$1,200.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
42			730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												
OCT/12												45825.00
45825.00												42
												CONTRACT TOTAL
												TOTAL SPOTS

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: ..	Client/Product/Estimate: 321 /340 /1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	1		1	300
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1		1	400
3	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1		1	725
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1		1	1000
6	M-F 7a Today Show ...F..	02	1200	30 Comme	Nbr of Spots	1		1	1200
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1		1	950
8	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots		1	1	350
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots		1	1	800
Weekly Totals: Total Spots(Ord Spots)						34	8	42	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:	..	Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est/PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5p News M.....	02	1500	30 Comme		1	1	1500
11	M-F 530a News M.....	02	450	30 Comme		1	1	450
12	M-F 6a News M.....	02	1250	30 Comme		1	1	1250
13	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme		1	1	5000
14	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
15	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme		1	1	1500
16	Sat 9a NewsS.	02	500	30 Comme		1	1	500
17	Sun 9a NewsS	02	450	30 Comme		1	1	450
18	M-Su 11p News ..T...	02	1700	30 Comme		1	1	1700
19	M-F 12p Today Show III ..T...	02	250	30 Comme		1	1	250
20	M-F 3p Doctors M-F...	03	450	30 Comme		1	1	450
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: 10/01/12 to 10/14/12	Client/Product/Estimate: 321 / 340 / 1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 530a News ..T...	02	450	30 Comme	Nbr of Spots 1		1	450
22	M-F 530p News ..T...	02	1250	30 Comme	Nbr of Spots 1		1	1250
23	M-F 6a News ..T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
24	M-F 630p ET / 530p CT NBC Nightly News ..T...	02	4500	30 Comme	Nbr of Spots 1		1	4500
25	M-F 9a Today Show II ..T...	02	960	30 Comme	Nbr of Spots 1		1	960
26	M-F 1135p ET / 1035p CT Tonight Show ..T...	03	675	30 Comme	Nbr of Spots 1		1	675
27	M-F 3p Doctors ..T...	03	450	30 Comme	Nbr of Spots 1		1	450
28	M-F 4p Dr Oz ..T...	03	725	30 Comme	Nbr of Spots 1		1	725
29	M-F 530a News ..T...	02	450	30 Comme	Nbr of Spots 1		1	450
30	M-F 530p News ..T...	02	1250	30 Comme	Nbr of Spots 1		1	1250
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Priorities Usa Action/ Issue
Submission Number 745 Issue 1



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Original

Client: Priorities Usa Action/ Issue		Submission Cost: 45825		Campaign Ref: E:120821101				
Buyer: "		Client/Product/Estimate: 321 /340 /1563		Sales Rep: HRP Washington, DC				
Schedule Dates: 10/01/12 to 10/14/12		Weeks: 2		Order Ref: 06278094				
Est./PO Number: 06278094		Contract type: Political		Business Type: POLITICAL				
Associated Copies: No		Business Category: Transactional						
Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 7p News ..T....	02	1300	30	Nbr of Spots	1		1300
				Comme				
32	M-F 7a Today Show ..T....	02	1200	30	Nbr of Spots	1		1200
				Comme				
33	M-F 9a Today Show II ..T....	02	950	30	Nbr of Spots	1		950
				Comme				
34	M-F 10a News ..W....	01	350	30	Nbr of Spots	1		350
				Comme				
35	M-Su 11p News ..W....	02	1700	30	Nbr of Spots	1		1700
				Comme				
36	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30	Nbr of Spots	1		300
				Comme				
37	M-F 12p Today Show III ..W....	02	250	30	Nbr of Spots	1		250
				Comme				
38	M-F 2p Rachael Ray ..W....	02	400	30	Nbr of Spots	1		400
				Comme				
39	M-F 6p News ..W....	02	2000	30	Nbr of Spots	1		2000
				Comme				
40	M-F 6a News ..W....	02	1000	30	Nbr of Spots	1		1000
				Comme				
41	M-F 7a Today Show ..W....	02	1200	30	Nbr of Spots	1		1200
				Comme				
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:		Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 730p Entertainment Tonight W....	02	1300	30 Comme	1		1	1300
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Grand Totals					Month 10 Weeks: 4			
Totals					10/01	10/08		
Spots					42	34		8
Cost					45825	33575		12250

Grand Totals:

Spots:	42
Gross Total:	45,825.00
Commission:	6,873.75
Net Total:	38,951.25